191

"HOW MUCH DO YOU SMOKE?"

is only part of the question!

Far more important than "How many cigarettes do you smoke?" may be the question, "How irritating is your cigarette?"

Recognized laboratory tests* showed that the irritant quality in the smoke of four other leading brands averaged more than three times the strikingly contrasted Philip Morris.

The possibility of irritation from smoking can be minimized by suggesting a change to Philip Morris.

PHILIP MORRIS

Philip Morris & Company, Ltd., Inc., 119 Fifth Avenue, New York

*Facts from: Proc. Soc. Exp. Biol. & Med., 1934, 32, 241-245; N. Y. State Jrnl. of Med. Vol. 35, No. 11,590; Arch. of Otolaryngology, Mar. 1936, Vol. 23, No. 3,306

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